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The Journal of Socio-Economics

Economics is a study of men as they live and move and think in the ordinary business of life. But it concerns itself chiefly with those motives which affect, most powerfully and most steadily, man's conduct in the business part of his life. Everyone who is worth anything carries his higher nature with him into business; and, there, as elsewhere, he is influenced by his personal affections, by his conceptions of duty and his reverence for high ideals.... But for all that, the steadiest motive to ordinary business work is the desire for the pay which is the material reward of work.

—Alfred Marshall, *Principles of Economics*

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